1

## **DECLARATION AND POWER OF ATTORNEY**

As a below named inventor, I declare that:

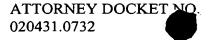
My residence, post office address and citizenship are as stated below next to my name; that I believe I am the original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention or design entitled SYSTEM AND METHOD FOR TRANSFORMING CUSTOM CONTENT GENERATION TAGS ASSOCIATED WITH WEB PAGES, the specification of which is attached hereto; that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above; and that I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. § 1.56.

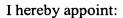
I hereby claim foreign priority benefits under 35 U.S.C. § 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

		Date	Priority
<u>Number</u>	Country	<u>Filed</u>	Claimed
			(Yes) (No)
	NO	VF	·

Ihereby claim the benefit under 35 U.S.C. § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application(s) in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. § 1.56 which became available between the filing date of the prior application(s) and the national or PCT international filing date of this application:

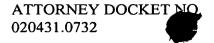
	None	
Serial Number	Date Filed	<u>Status</u>
Application		





Jerry W. Mills	Pag No 22 005
Robert M. Chiaviello, Jr.	Reg. No. 23,005 Reg. No. 32,461
Ann C. Livingston	Reg. No. 32,401 Reg. No. 32,479
Thomas R. Felger	Reg. No. 28,842
Charles S. Fish	<del>-</del>
Kevin J. Meek	Reg. No. 35,870
T. Murray Smith	Reg. No. 33,738
Barton E. Showalter	Reg. No. 30,222 Reg. No. 38,302
David G. Wille	
Bradley P. Williams	Reg. No. 38,363 Reg. No. 40,227
Terry J. Stalford	•
Christopher W. Kennerly	Reg. No. 39,522
Harold E. Meier	Reg. No. 40,675 Reg. No. 22,428
Douglas M. Kubehl	_
Samir A. Bhavsar	Reg. No. 41,915
Thomas R. Nesbitt, Jr.	Reg. No. 41,617
James J. Maune	Reg. No. 22,075
	Reg. No. 26,946
Roger J. Fulghum Scott F. Partridge	Reg. No. 39,678 Reg. No. 28,142
James B. Arpin	Reg. No. 33,470
Jay B. Johnson	Reg. No. 38,193
Robert W. Holland	•
James L. Baudino	Reg. No. 40,020
	Reg. No. 43,486 Reg. No. 43,723
Tara D. Knapp William R. Borchers	Reg. No. 44,549
Brian W. Oaks	Reg. No. 44,981
Luke K. Pedersen	Reg. No. 45,003
Matthew B. Talpis	Reg. No. 45,152
David M. Doyle	Reg. No. 43,132 Reg. No. 43,596
Keiko Ichiye	Reg. No. 45,460
Jeffery D. Baxter	Reg. No. 45,560
Thomas A. Beaton	_
Kurt M. Pankratz	Reg. No. 46,543 Reg. No. 46,977
Brian E. Szymczak	Reg. No. 40,977
Thomas J. Frame	Reg. No. 47,120 Reg. No. P47,232
	Neg. 140. 141,232
Patent Agents: Brian A. Dietzel	Reg. No. 44,656
Kevin R. Imes	Reg. No. 44,795
Kevin K. Iines	Reg. 140. 44,793

all of the firm of Baker Botts L.L.P., my attorneys/agents with full power of substitution and revocation, to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith, and to file and prosecute any international patent





applications filed thereon before any international authorities.

Send Correspondence To: Baker Botts L.L.P. 2001 Ross Avenue Dallas, Texas 75201-2980 **Direct Telephone Calls To:** Christopher W. Kennerly at (214) 953-6812 Atty. Docket No. 020431.0732

I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

3

Full name of the sole inventor

Larry P. Mason

Inventor's signature

Date

Residence (City, County, State)

Citizenship-

Post Office Address

Corinth, Denton County, Texas

United States of America

2107 Birdwood Circle Corinth, Texas 76210